

Claims

1. A coverless package for one or more products comprising a frame into which product is loaded from the rear and a card which is fastened to the rear of the frame after the product is loaded therein, comprising:

- 5 a frame, said frame, when said package is disposed on display for retail sale with product therein, having a front face intended to be viewed by consumers, having a rear side opposite from said front face and adapted to have a card fastened to said rear side when product is contained in said package, and having top,
10 bottom, left and right edges;
said frame having one or more openings shaped to accommodate receipt therein of said one or more products;
said frame having a plurality of retainers, each extending outwardly from said front face adjacent to an edge on each side of
15 each of said one or more openings, each retainer shaped to engage a particular related part of a product so as to restrain said product in one or more of up, down, right, left or forward directions, said retainers together restraining said product within the openings of said frame and in front of said frame and restraining said product from
20 moving away from the front of said frame; and
said package including a card to be fastened to the rear side of said frame after product has been inserted from said rear side into and restrained by said openings and said retainers, said card restraining product from rearward movement.

2. A package according to claim 1 wherein there are a plurality of openings, each having retainers extending frontwardly therefrom, thereby to accommodate a plurality of products.

3. A package according to claim 2 wherein each of said openings and corresponding retainers are like each other one of said openings and corresponding retainers.

4. A package according to claim 1 wherein there are four openings, each having retainers extending frontwardly therefrom, thereby to accommodate a plurality of products.

5. A package containing product to be disposed on display for retail sale to consumers, comprising:

one or more items of a product;

5 a frame, said frame, when said package is disposed on display for retail sale with said product therein, having a front face intended to be viewed by consumers, having a rear side opposite to said front face and adapted to have a card fastened to said rear side with said product contained in said package, and having top, bottom, left and right edges;

10 said frame having one or more openings shaped to accommodate receipt therein of said one or more products;

15 said frame having a plurality of retainers, each extending outwardly from said front face adjacent to an edge on each side of each of said one or more openings, each retainer shaped to engage a particular related part of a product so as to restrain said product in one or more of up, down, right, left or forward directions, said retainers together restraining said product within the openings of said

frame and in front of said frame and restraining said product from moving away from the front of said frame;

20 said package including a card fastened to the rear side of said frame with said product inserted within and restrained by said openings and said retainers, said card restraining said product from rearward movement.

6. A package according to claim 5 wherein there are four openings, each having retainers extending frontwardly therefrom, thereby to accommodate a plurality of products.

7. A method of packaging product comprising:
 providing a frame having one or more openings therein, each said opening being shaped to accommodate the passage of said product therethrough, said frame having a plurality of retainers
5 extending in a first, forward direction from the edges of said openings, said retainers shaped to engage various parts of said product to prevent movement of said product when said product is disposed through said openings within said retainers;

10 loading product through a second, rearward side of said frame; and

 closing off said package by fixing a card across said second, rearward side of said frame so as to substantially close off said openings, thereby preventing product from exiting said package through said rearward side.

8. A method according to claim 7 wherein said providing step comprises:

 providing a frame having four openings therein.